

BROADWAY, SEARS COMING TO TORRANCE

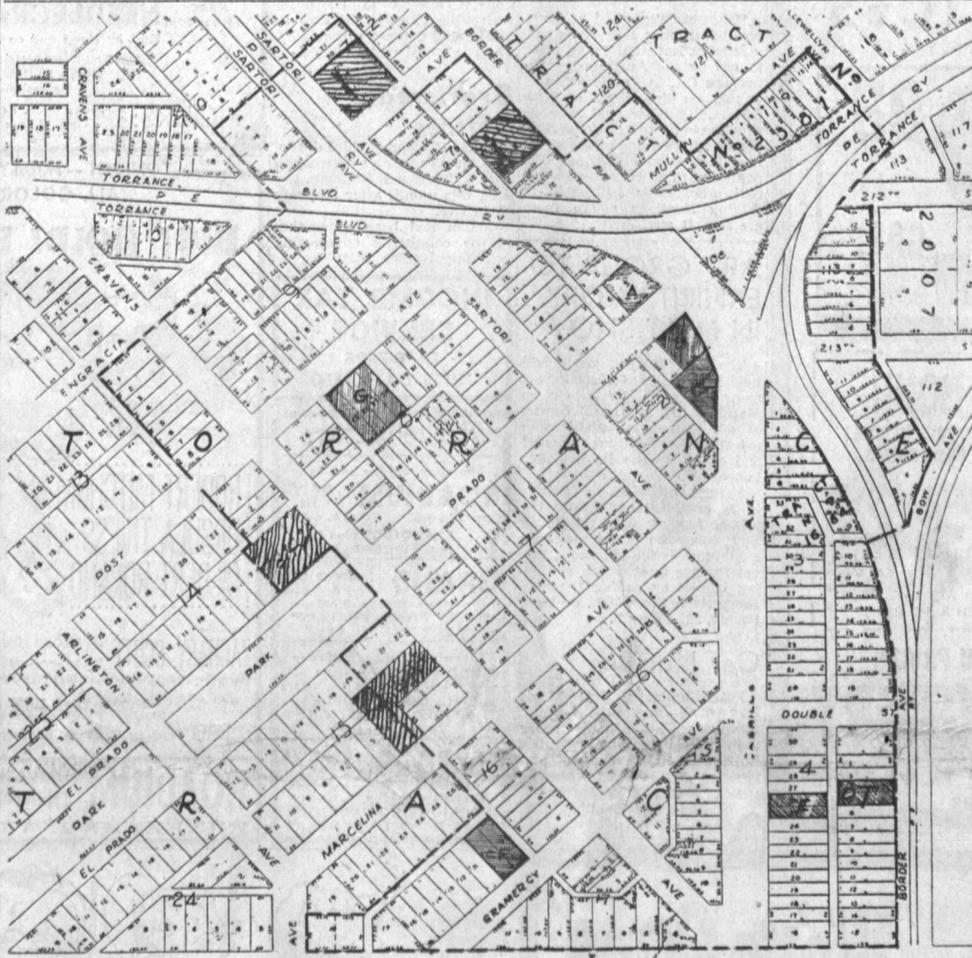


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PROPOSED OFF-STREET PARKING

Above lots will be included in the off-street parking district according to action taken by the City Council. Lots will provide greater convenience for shoppers in downtown Torrance. So some of the lots are already in use, others will have to be leveled and built.

Baker Furniture Opens In New, Modern Building

Baker Furniture, which started out in Torrance at 1512 Cravens, celebrates its grand opening this week end in a new building at 1502 Cabrillo, which is four times as large as the former location.

The event marks one of the milestones in the growth and development of the downtown shopping district. Highlight of the celebration will be the appearance of Gogi Grant, noted recording star and entertainer, who is a childhood friend of Maurice (Morrie) Hattem, owner of Baker Furniture. Miss Grant is scheduled to appear here Saturday, March 16, from 2 to 4 p.m. Under One Roof The new store houses every home service under one roof, including complete lines of modern and maple furniture, floor covering, draperies, TV and Hi-Fi, kitchen appliances, chrome kitchen furniture, and incidentals such as den and juvenile furniture, giftware and bric-a-brac. Gifts for children and adults as well as refreshments will be offered and prizes, including a deluxe Gaffer & Sattler range, portable TV, chrome dinette set and small items, will be given away. Today, Thursday, gas appli-



GOGI GRANT, celebrated recording artist and entertainer, will appear at Baker Furniture Saturday from 4 to 6 p.m.

EDITORIAL Green Light -- Let's Go

Except for a slight delay caused by a ruling to re-circulate petitions, downtown Torrance can now go ahead with its parking, traffic and shopping program.

Now that the Torrance City Council, after a lag of two years, has unanimously endorsed plans for the revised off-street parking district and other vital proposals for improved traffic conditions in downtown Torrance, it is up to City Manager George Stevens to go full speed ahead on the project.

According to Ralph Dorsey, the city's traffic expert, downtown Torrance can be put into good shape and the assessment district completed within one year.

Major developments which will facilitate parking and shopping are the proposed off-street parking lots as seen in the above map; straightening of the Torrance blvd.-Border ave. intersection; diagonal parking and parking meters along Cabrillo (eliminating center-street parking); and strict parking enforcement by women Parking Meter Police (Meter Maids) to assure traffic turn-over.

While the final answer to Torrance's shopping needs is up to the merchants themselves, the city can go a long way in aiding the development of the downtown business district.

This help will be amply repaid by the additional revenues the city will receive. Full responsibility for pushing this project to completion now rests with City Manager Stevens.

New Petitions Needed For Parking District

Downtown Torrance suffered a new set-back this week when it was discovered that the old petitions are insufficient and new petitions must be circulated for the revised off-street parking district.

City Attorney Stanley Remelmeier informed the City Council that this is necessary according to a letter from O'Melveny and Myers, bonding agents.

Mayor Albert Isen asked City Manager George Stevens to hurry things up by hiring an individual to concentrate on getting these signatures.

Isen believes that this work can be concluded in about a month and that the city will then be right up to date again.

Hawthorne Ave. Shaping into 'Miracle Mile'

A giant shopping center, starting out with two major department stores and over 30 other stores, will be developed right in the heart of Torrance, it was announced this week.

Locating along Hawthorne Ave.—a second "Miracle Mile"—will be the Broadway department store and Sears-Roebuck, according to company officials.

The two major department stores, as well as the other stores, will be situated on a 70-acre site bounded by Hawthorne ave., Sepulveda blvd. and Carson. An additional 22 acres bringing the boundaries to Madrona will be available for future development, officials stated.

To be known as the Del Amo shopping center, the development is located on the site of Del Amo Rancho, an old Spanish grant, dating back to 1784.

The Broadway store, which will contain 225,000 sq. ft., will be a three-story structure, while Sears, containing 225,000 sq. ft., will be made into a one-story structure.

Between these two larger stores will be a mall, along which, when completed, will be (Turn to Page 13)

Rabies Suit Dropped, Clinics Lag

Intention to prosecute a local family for violating the rabies law was dropped by the city when it was discovered that the seven-month-old dog still fell within the grace period allowed by the ordinance.

No charges were pressed against J. E. Melugin, 3028 Winlock rd., whose dog died of rabies, causing 11 individuals to undergo Pasteur treatment, according to Robert Pannell, city prosecutor.

He indicated, however, that the city would start issuing (Turn to Page 13)

Merchants To Give Away Gift Certificates

One-hundred free gift certificates for \$5 each will be given away by the Downtown Retail Merchants division of the Torrance Chamber of Commerce.

Entry blanks may be obtained from any of the participating merchants. No purchase is necessary to enter. On Monday, April 1, the drawing will be held at the Chamber of Commerce, 1395 El Prado.

Official Will Speak On New Shopping Center

Myron Wasson of Coldwell-Banker will speak here on the proposed new shopping center at the breakfast meeting of the Chamber of Commerce to be held at the YWCA building, Tuesday, March 19, at 7:30 a.m. Reservations may be made by calling FA 8-2814. Chairmen are Councilmen Willys Blount and Paul Lorange.

Press Offers Evening Classified Ad Service

Classified advertisers are being offered a new evening service starting today.

When you call after regular business hours when the office is closed, you may leave a message with an electronic ad-taker.

You will be given 30 seconds to leave your name, address, telephone number and message.

By writing down your classified ad in advance, you will have sufficient time to dictate it to the machine.

If there are any questions about the ad, a classified girl will call you back in the morning.

Should you desire help in wording your ad, just leave your name, address and telephone number and a classified girl will call you back at any time you designate.

Cost of a classified ad is \$1.50 for 15 words.

Know Your Gold Seal Merchants

Gold Seal Merchants who are outstanding leaders in their particular fields have been selected for their integrity and honesty and are especially pledged to uphold the highest code of business ethics.

Displayed in their window will be a Gold Seal which is the symbol of satisfaction when shopping.



For the past year, FRED WALLACE, of Torrance, has owned and managed the WALLACE GARAGE, 24116 Narbonne ave. He is an expert mechanic and specializes in general repairing, brake work, and motor tune-ups. His prompt and reliable service has given his garage the mark of distinction as a dependable, and well-run business. Automobiles brought to Wallace Garage will be repaired or tuned-up efficiently and effectively.



LAURANCE A. BATTY, (pictured) 820 Cerise, and JOHN C. BICKHAM, 1645 Greenwood ave., have been co-owners and operators of the SUNSET ROOM and WESTERN DRIVE-IN, 21176 S. Western ave., for five years. The drive-in opens at 6 a.m. daily and the cocktail lounge opens at 11 a.m. daily with a cocktail hour every day from 4:30-6:30 p.m. They feature popular prices and entertainment 5 days weekly by the Ray Johnson Trio.



WHO'S PULLING WHOM?

Dr. Arthur P. Stevenson, 1417 El Prado, isn't making much headway against whoever or whatever is pulling his hose into the ground. The hose started to disappear Sunday. About five feet of it has already been swallowed up by the earth. After dismissing the possibility of gremlins, gophers and little men on the other side of the globe pulling at the hose, Dr. Stevenson concluded that it must be quicksand.—Press Photo.

Chamber Backs Council On Dominguez Channel

The Torrance Chamber of Commerce has concurred in action taken by the Torrance City Council to petition the Los Angeles County Board of Supervisors to build a six foot high chain link fence along both sides of the hazardous Dominguez Channel.

In taking its unanimous stand, the Chamber called not only for the fencing of the Channel to protect children but also to petition the County Board of Supervisors to make every effort to see that the Channel is developed as it should be rather than remaining an oversized "sump."

The City Council in a resolution at its last meeting stated that the Channel in Torrance is one and one-half miles long with an average width of 85 ft.,

and average depth of 10 ft., flowing through heavily populated residential areas "in which are located a high percentage of children."

No statement on the matter was forthcoming from the County Flood Control District until the official resolution has been received.

It was indicated that a study (Turn to Page 13)

General Telephone On Spot

Officials of General Telephone Co. assured the Torrance Council Tuesday night that they never intended to put the city of Torrance on the spot over telephone installation delays.

In fact, every effort will be made, they said, to correct any misinformation which telephone company employees may have given impatient customers.

The issue arose when Councilman Robert Jahn informed the council last week that company employees were blaming the city of Torrance for delays, saying that the city held up expansion plans for an exchange building at 650 Palos Verdes blvd.

Jahn and Mayor Albert Isen pointed out that the company (Turn to Page 13)

'ADULTERY CHARGES DROPPED

Agreement has been reached to drop adultery charges in an uncontested divorce suit against Capt. Ernest Ashton, 56, head of the detective bureau of the Torrance Police dept.

So stated Ashton's attorney, Charles Glass, saying that Mrs. Marian Ashton, 54, has agreed to a settlement through her attorney.

According to the settlement, she will receive \$130 a month until Ashton's retirement, when this sum will be reduced to \$100 a month. Glass said the property settlement is about 50-50. The Ashtons were married in 1923.

'Women Of The Year' Search Begins Today

Attention all women in Torrance. Consult the society pages of the Press today for more information about the first annual "Women of the Year" contest sponsored by the Torrance Press. Awards will be made in five categories—PTA, Social and Philanthropic, Civic and Cultural, and Church activities.

